ABSTRACT OF THE DISCLOSURE

With respect to an input image, a plurality of coded data respectively having different coding quantities are generated, and n reference images are created from these coded data. The reference images are subjected to image quality evaluation, and coded data is selected on the basis of the result of the image quality evaluation. In other words, coded data is selected on the basis of the result of the image quality evaluation of the reference images identical to images obtained in reproducing. Accordingly, the coding quantity can be controlled in consideration of the image quality, so as to definitely obtain coded data having an appropriate coding quantity and high image quality.

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